


<b>AMENDMENT TRANSMITTAL LETTER (Large Entity)</b>					Docket No. <b>14531.151</b>	
Applicant(s): <b>Stuart Ozer, et al.</b>						
Application No. <b>09/991,389</b>	Filing Date <b>November 21, 2001</b>	Examiner <b>Patrick J.D. Santos</b>	Customer No. <b>047973</b>	Group Art Unit <b>2161</b>	Confirmation No. <b>5411</b>	
Invention: <b>METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING ADVERTISEMENTS</b>						
<b><u>COMMISSIONER FOR PATENTS:</u></b>						
Transmitted herewith is an amendment in the above-identified application.						
The fee has been calculated and is transmitted as shown below.						
<b>CLAIMS AS AMENDED</b>						
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE	
TOTAL CLAIMS	35 -	48 =	0	x \$50.00	\$0.00	
INDEP. CLAIMS	2 -	5 =	0	x \$200.00	\$0.00	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00	
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$0.00</b>	
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account 23-3178 <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input checked="" type="checkbox"/> Payment by credit card. Form PTO-2038.						
<b>WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.</b>						
 _____ <i>Signature</i>			Dated: August 15, 2005			
<b>JENS C. JENKINS</b> Registration No. 44,803 Customer No. 47973			<div style="border: 1px solid black; padding: 5px;">         I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on _____          (Date)            _____  <i>Signature of Person Mailing Correspondence</i>            _____  <i>Typed or Printed Name of Person Mailing Correspondence</i> </div>			
CC:						

P11LARGE/REV09

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# PATENT APPLICATION

Docket: 14531.151

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Stuart Ozer, et al.

Serial No.: 09/991,389

Filed: November 21, 2001

Confirmation No.: 5411

For: METHODS AND SYSTEMS FOR  
SELECTIVELY DISPLAYING  
ADVERTISEMENTS

**Examiner:** Patrick J.D. Santos

**CERTIFICATE OF FACSIMILE TRANSMISSION**

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**Alexandria, VA 22313-1450**

Sir:

I hereby certify that this paper is being transmitted via facsimile at facsimile number 801-328-1707 to the Patent and Trademark Office to phone no. 571-273-8300 (Formal Fax No.) on the date shown below.

Dated this 15 day of August, 2005.

Respectfully submitted,

*[Signature]*

**JENS C. JENKINS**  
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PPA000000665V001

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Comments: Please see attached.  
Docket No.: 14531.151  
Customer No. 047973

\*\*\*\*\*  
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PATENT APPLICATION  
Docket No. 14531.151

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of		)
		)
	Stuart Ozer et al.	)
		)
Serial No.	09/991,389	) Art Unit
		) 2161
Filed:	November 21, 2001	)
		)
Confirmation No.	5411	)
		)
For:	METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING ADVERTISEMENTS	)
		)
Examiner:	Patrick J.D. Santos	)
		)
Customer No.	47973	)

AMENDMENT "C"

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of June 2, 2005 (paper no. 20050527), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.